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## **Professional Experience**

### **Al Bustan Hotel & SPA - Lebanon**

**General Manager** ( April 2019 – Present )

117 Rooms

Functions as the primary strategic business leader for all aspects of the operation, including guest and employee satisfaction, human resources, financial performance, sales and revenue generation and delivering a return on investment for property ownership.

Holds property leadership team accountable for strategy execution, and guides their individual professional development. The position ensures sales engines are leveraged and initiates independent and proactive sales activities.

Builds owner loyalty through proactive communication, setting and managing expectations and delivering solid business results. The position is actively involved in the local community and builds strong relationships with locals.

### **Job Specific Tasks**

- Business Strategy Development
- Execute and implement hotel Business Strategy
- Sales & Marketing
- Talent Management and Organization Capability
- Business Information Analysis
- Employee and Labor Relations
- Revenue Managements
- Owner Relations
- Customer and Public Relation Managements
- Hotel Policy, Procedures and Standards Compliance.
- Re-organizing the food and beverage department including events strategy.
- Completing the hotel the rooms renovation including and the Public areas.
- Overseeing the mechanical rooms upgrades

**JW Marriott Kuwait City – Courtyard by Marriott Kuwait – Arraya Ballroom – Residence Inn by Marriott**  
**Cluster General Manager for Marriott hotels in Kuwait (January 2009 – November 2019)**

JW Marriott Kuwait 313 Rooms  
Courtyard by Marriott 264 rooms  
Arraya convention center 1200 sqm meter  
Residence inn 139 suites ( pre-opening )

Functions as the primary strategic business leader of three properties with responsibility for all aspects of the operation, including guest and employee satisfaction, human resources, financial performance, sales and revenue generation and delivering a return on investment to both Marriott International and property ownership. Ensures implementation of the Marriott brand service strategy and brand initiatives for each brand with the objective of meeting or exceeding guest expectations, increased profit and market share. Holds property leadership team accountable for strategy execution, and guides their individual professional development. The position ensures Marriott International sales engines are leveraged and initiates independent and proactive sales activities, when appropriate, to generate demand. Ensures the objectives and goals of Marriott and property owners work together to achieve brand positioning and success. Builds owner loyalty through proactive communication, setting and managing expectations and delivering solid business results. The position is actively involved in the local community and builds strong relationships with local officials, businesses, and customers. Represents Marriott Hotels & Resorts and JW Marriott / Courtyard and Arraya Convention Center brand values in all leadership actions.

**Job Specific Tasks**

- Business Strategy Development
- Business Strategy Executive
- Sales & Marketing
- Talent Management and Organization Capability
- Brand Champion
- Business Information Analysis
- Employee and Labor Relations
- Revenue Managements
- Owner Relations
- Customer and Public Relation Managements
- Company/Brand Policy, Procedures and Standards Compliance

**JW Marriott Kuwait City Kuwait ( conversion from Le Meriden to Marriott)**

**General Manager (January 2004 – January 2009)**

Functions as the primary strategic business leader of the property with responsibility for all aspects of the operation, including guest and employee satisfaction, human resources, financial performance, sales and revenue generation and delivering a return on investment to both Marriott International and property ownership. Ensures implementation of the Marriott brand service strategy and brand initiatives with the objective of meeting or exceeding guest expectations, increased profit and market share. Holds property leadership team accountable for strategy execution, and guides their individual professional development. The position ensures Marriott International sales engines are leveraged and initiates independent and proactive sales activities, when appropriate, to generate demand. Ensures the objectives and goals of Marriott and property owners work together to achieve brand positioning and success. Builds owner loyalty through proactive communication, setting and managing expectations and delivering solid business results. The position is actively involved in the local community and builds strong relationships with local officials, businesses, and customers. Represents Marriott Hotels & Resorts and JW brand values in all leadership actions

**Job Specific Tasks**

- Business Strategy Development
- Business Strategy Executive
- Sales & Marketing
- Talent Management and Organization Capability
- Brand Champion
- Business Information Analysis
- Employee and Labor Relations
- Revenue Managements
- Owner Relations
- Customer and Public Relation Managements
- Company/Brand Policy, Procedures and Standards Compliance

**Holiday Inn Qatar ( pre-opening )****Pre- opening General Manager (January 2003 – December 2003)**

Functions as the primary strategic responsibility in all aspects of the assignment to open the property . Ensures implementation of the intercontinental brand strategy and brand initiatives with the objective of meeting or exceeding guest expectations after opening . The position is actively involved in the local contractor to builds strong relationships and to represents Inter-Continental Hotels values in all leadership actions

**Job Specific Tasks**

- Complete the construction on time
- Business Strategy Executive
- Sales & Marketing
- Brand Champion
- Owner Relations
- Company/Brand Policy, Procedures and Standards Compliance

**Crowne Plaza Beirut Lebanon ( pre-opening and opening )****General Manager (October 2000 – December 2002)**

As General Manager my main responsibility was for leading and managing a team to deliver the operational and financial performance of the hotel after the opening and supervising the handover from the contractor . my leadership and management where able with the team to maximize all aspects of profitability through revenue generation and productivity and at all times deliver on IHG and Crowne Plaza brand standards from the first month after the opening . we engage all our teams to ensure focused employee engagement and strong guest satisfaction and be accountable for compliance to company, local and country legal regulatory requirements and auditory requirements.

During Pre-Opening phase the main role and responsibility is to work closely between Inter-Continental Group and the Owners in order to build and implement a hotel on high standards, professional recruiting, brand specifics, and guidelines

**Key Responsibilities:**

Financial Returns

People

Guest Experience Responsible

Business

## **Jeddah Conference Palace –Operated by Inter-Continental Hotels Saudi Arabia**

**General Manager** (March 1995 – September 2000)

The Jeddah Conference Palace was a private hotel operating only for government officials such presidents, monarchs, ministers, etc. coming to Saudi Arabia on official visits, This hotel maintained a very high level of service to cater to customers

Manage day-to-day operations and assignments of the hotel. Plan and organize work, communicate goals, and schedule/assign work. Comply with and advise staff of formal policies and procedures of intercontinental hotels and resorts , identify options and resolve issues. Initiate salary, disciplinary, or other staff-related actions in accordance with company rules and policies. Alert regional management or corporate office of serious issues.

Ensure that product quality standards are met in all areas of the hotel as it relates to the appearance, levels of maintenance and cleanliness; establish and maintain preventative maintenance programs to protect the physical assets of the hotel.. Achieve productivity and quality goals.

Establish performance goals for employees and provide regular feedback. Develop a succession plan to ensure adequate future bench strength. Ensure all staff are properly trained and have the tools and equipment needed to effectively carry out their job functions.

Ensure a safe and secure environment for guests, employees, and hotel assets. Comply with all standards and inspection requirements.

### **Key Responsibilities:**

People

Guest Experience

Responsible Business

## **Jeddah Inter-Continental Hotel Saudi Arabia**

**Executive Assistant Manager – i/c Food & Beverage** (September 1991 – February 1995)

Assisting the GM in managing the day to day operations of the hotel to maximize profitability and to ensure superior service and product quality are maintained. This job is second in command in the hotel in the absence of the General Manager.

- Assists in the development and implementation of the Strategic Plan, Marketing Plan, Budget and Goals Programs to ensure an on-going basis optimum guest satisfaction, sales potential and profitability
- Ensures highest level of guest satisfaction by providing within corporate standards quality guest services and amenities
- Interacts with guests and individuals outside the hotel including, but not limited to, current and potential clients, owning company representatives, community leaders, government officials, travel industry representatives, suppliers, competitors and other members of the local community
- Coordinates functions and activities with General Manager, Regional, Area and Corporate staff as appropriate
- Manages the functions of all hotels personnel through supervision of the hotel department heads
- Monitors applicable laws and regulations, including Health and Safety, and ensures compliance
- In the absence of the General Manager, assumes responsibilities as appropriate. Keeps General Manager informed of any unforeseen events, which may occur in his/her absence

- Assists in selling hotel through personal involvement with all potential markets as required
- Works with GM and Director of Finance in the preparation and management of the Hotel's budget.

### **Riyadh Inter-Continental Hotel Saudi Arabia**

#### **Food & Beverage Manager** (November 1988 – September 1991)

As Food & Beverage Manager, my responsibility is managing the day-to-day operation of the Food and Beverage sections, controls and analyzes, on an on-going basis, the following: sales, costs, quality and presentation of food and beverage products, service standard, condition and cleanliness of facilities and equipment, quality of entertainment, guest satisfaction and marketing, developing popular menus and beverage lists offering guests value for money in accordance with IHG guidelines, planning and organizing successful Food and Beverage activities in the hotel and overseas, conducts daily briefings, Food and Beverage Meetings and other meetings as needed to obtain optimal results, assists Manager in setting Food and Beverage goals and developing strategies, procedures and policies, determining the minimum and maximum stocks of all food, beverage, material and equipment, participates in the preparation of the hotel's revenue plan and marketing programs, monitors local competitors and compare their operation with the hotel Food and Beverage operation.

### **Riyadh Inter-Continental Hotel Saudi Arabia**

#### **Assistant F & B Manager i/c Banquet and Catering Department** (November 1986 - November 1988)

### **Riyadh Inter-Continental Hotel Saudi Arabia**

#### **Banquet and Catering Manager** (February 1983 – November 1986)

### **Riyadh Inter-Continental Hotel Saudi Arabia**

#### **Executive Chief Steward** (March 1981 – January 1983)

### **Riyadh Inter-Continental Hotel Saudi Arabia**

#### **Restaurant Manager** (November 1976 – March 1981)

### **Phoenicia Inter-Continental Hotel Lebanon**

#### **Food & Beverage Supervisor** (December 1970 – November 1976)

#### **Awards & Achievements:**

Operation Excellence MEA JW brand 2011  
 Engagement leadership excellence, most improved award Courtyard 2011.  
 Spirit To Serve Guest Excellence 2010  
 Business Traveller Award- Best Business Hotel 2009  
 Business Traveler Award – Best Business Hotel Kuwait city 2009  
 Spirit to serve our Guests Award 2008 for the international  
 Business Traveler Award – Best Business Hotel Kuwait city 2008  
 Highest brand standard score 2008 for the UKIEMA hotels  
 Business Traveler Award – Best Business Hotel Kuwait city 2007  
 Highest Brand Standard Audit UKIMEA 2007  
 MLA Black Box "Best Table Display" 2006  
 Spirit to Serve our Guests Award 2006  
 Best GSS Overall Satisfaction Award 2006  
 Customer Excellence Award UKIMEA 2005  
 Customer Excellence Problem Experienced UKIMEA Region 2005  
 Associate Excellence Most Improved UKIMEA Region 2005  
 Most Improved HR Scorecard Award MEA2005

Lowest Labor Turnover Award MEA 2005  
World Traveller Award - Kuwait's Most Leading Hotel 2005  
Best GSS Overall Satisfaction Third Quarter 2005  
Best GSS Overall Satisfaction Fourth Quarter 2005  
Best Problem Experienced score Third Quarter 2005  
Most Improved Overall Satisfaction Award 2004  
Most Improved Problem Experience Award 2004  
Customer Excellence Elite Recognition Award 2004  
World Traveller Award - Kuwait's Most Leading Hotel 2004  
Business Traveler Award – Best Business Hotel Kuwait city 2004  
Highest Best Brand Standard Audit Award – MEA Region 2004  
Customer Excellence Award UKIMEA 2003

### **Courses Completed:**

Interviewing skills  
Accounting for Non-Accountant  
Sales for Non-Sales  
Train the Trainer  
Fire Fighting Training  
Time Management Training  
Management Development Performance Training  
Customers Come First Workshop  
Foundation of Leadership  
Guest Courtesy Training  
Challenge of Competition  
Seven habit of most effective people  
Managing Business Priorities  
World class negotiating skills  
Developing you developing others  
5 choices

### **Education:**

Bon Senior School  
Good Shepherd Institute  
Beirut High College  
Food & Beverage Diploma AH&MA

### **Membership**

Officer Maitre De Table Restaurateurs in  
CONFRERIE de la CHAINE des ROTISSEURS

<b>Languages</b>	<b>Read</b>	<b>Speak</b>	<b>Write</b>
Arabic	Excellent	Excellent	Excellent
English	Excellent	Excellent	Excellent

### **References**

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